

**Firebird**





Never satisfied, our engineers. Having created one of the most successful new sports cars of 1967, they might reasonably have paused to savor the cheers of a growing multitude of Firebird owners. But no. Perfectionists to the core, they have labored long and lovingly on a host of refinements which make the Magnificent Five even more so for 1968. New rear suspension enhances the ride of the Five this year. New engines move them. New interiors of glove-smooth expanded Morrokide add new luxury. A new upper-level ventilation system lets us eliminate the vent windows, leaving you with a big, picture-window view of the world instead (while a host of new safety features lets you explore it with added security). What else? Examples abound on the following pages. Explore them. And when you discover which of these Great American Sports is for you—drive it. It might reasonably be said that you'll never be satisfied with anything else.

## **The Magnificent Five/The Pontiac Firebirds**



## Firebird 400/ the Boss

All Firebirds sport such standard excellences as wide-oval tires, slimline buckets in front, expanded vinyl upholstery, simulated burl wood grain dash, copious carpeting and our space-saver spare. So what makes 400 the most magnificent Firebird of all? The answer lies in the fact that 400 was designed for people who want the last word in driving machinery.

Specifics? Try 400 cubes, 10.75:1 compression, 330 hp at 4800 rpm and 430 lb. ft. of torque at 3300 rpm for a start. Add dual exhausts; 4-BBL, Quadra-jet carburetion; an all-synchro, heavy-duty 3-speed with Hurst shifter on the floor; mount it all on extra-firm, but superbly smooth suspension;



add redlines to the wide-ovals and the answer becomes patently obvious. Optional engines include the 400 H.O. with high-output cam and free-flowing exhaust. Or specify the Ram Air engine and those hood scoops become operational.

Embellish it with options like front wheel disc brakes, a 4-speed stick (or our 3-speed Turbo Hydra-Matic), mag-type steel wheels and a hood-mounted tach. Add stereo tape and air conditioning, and you may decide to live in. First, of course, you'll have to decide between a hardtop and a convertible in 13 new exterior colors. Lucky you.

*400 cu. in. V-8/4 bbl carburetor/premium fuel/330 hp/h.d. 3-speed floor shift/dual exhausts/h.d. suspension*



## Firebird H.O./ light heavyweight

H.O. means that our leading contender (above, right) delivers 320 hp in its new 350-cubic-inch form. Quadra-jet carburetion is standard this year, as are dual exhausts and an all-synchro 3-speed. Heavy-rate springs combine with sticky wide-ovals, to give any road a smooth going over. All of which means those slick sport stripes really mean something. Our option list is something else. It includes everything from four-on-the-floor (or a heavy-duty 3-speed manual or 2-speed automatic—both with Hurst shifters) to Cordova on top. Everything from a tach-on-the-hood to a ski-rack-on-the-deck. Everything from exhaust splitters to a set of adjustable Koni shocks, that'll let you course hill, curve and valley with the consummate ease of a jolly green you-know-what. Ho! H.O.!

*350 cu. in. V-8/4-bbl carburetor/premium fuel/320 hp/3-speed, manual transmission/dual exhausts*



## Firebird Sprint/ our European Thing

Sprint is what happens when you take a spiffy American sport and invest it with the accoutrements of a European rally car. What happens is you don't have to shell out a million lire for such things as a floor-mounted, all-synchro 3-speed with Hurst shifter, extra-firm but easy-go suspension and a sophisticated Overhead Cam Six that develops 215 horses. All of which are standard fittings. Displacement is up to 250 cubes this year, and our Quadra-jet, 4-bbl carburetor is standard. Add Sprint's no-extra-cost, heavy-duty clutch; split exhaust manifold; special, high-output camshaft and wide-oval tires, and you may want to conquer an Alp.

Add such extra-cost options as a 4-speed manual, mag-type steel wheels, front wheel disc brakes, our special gauge cluster and a walnut shift knob, and you'll start speaking with a distinctly continental accent.

*250 cu. in. OHC 6/4-bbl carburetor/premium fuel/215 hp/3-speed, floor shift/h.d. suspension*



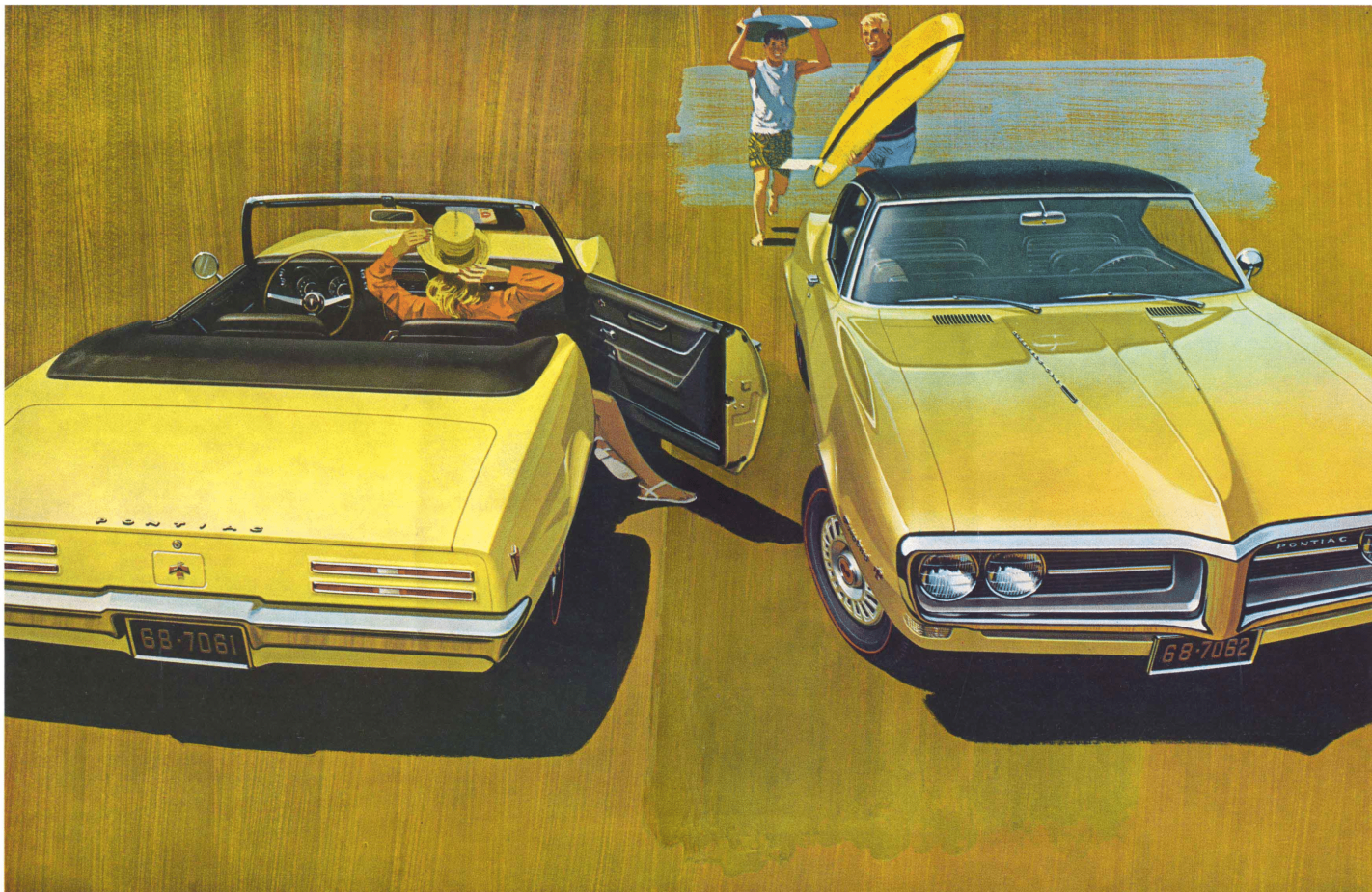
## Firebird 350/ the Great American family sport

Must a family be denied the ineffable joy of driving a sports car? Negative! say our engineers. And as proof positive they have invented Firebird 350, our sprightly family sportster powered by a new, 350-cubic-inch, 265-horse V-8 that runs all day on regular fuel. (Regular? Yes.)

Our space-saver spare makes room for more of what you want to take with you, but you can order even more with our optional fold-down rear seat. Or our thin-profile front bench with folding center armrest (in place of the standard buckets). Either way, they'll be covered with ice-cream-cone-resistant expanded Morrokide.

All Firebirds are covered from bumper to bumper with safety features, of course. They're listed in entirety on the same page as the abridgement of our encyclopedic option list. Read both carefully. Then enjoy. Enjoy!

*350 cu. in. V-8/2-bbl carburetor/regular fuel/265 hp/3-speed, manual transmission*



## Firebird/ the nifty thrifty one

Lest you be put off by its designation, consider that our basic fun machine comes with a full complement of Firebird features. To wit:

Wide-oval tires, slimline buckets, deep-pile carpeting, expanded vinyl interior, space-saver spare, simulated burl wood grain dash, even such engineering wizardries as a new carburetor air preheater that eliminates icing, new multi-leaf spring rear suspension for an improved ride, and the flow-through ventilation system that lets us eliminate the vent windows. And like all Firebirds it comes in hardtop and convertible form.

The thrift part derives from its superbly efficient Overhead Cam Six which develops 175 horsepower. After infrequent trips to the gas pump. The *regular* gas pump.

Options? Start with the brief sample overleaf. Your Pontiac salesman will build to suit.

*250 cu. in. OHC 6/1-bbl carburetor/regular fuel/175 hp/3-speed, manual transmission*



Feature this:

All Firebirds come with slimline bucket seats, but order our custom trim option and they'll be covered with the elegant new woven-vinyl upholstery on display at right. You'll also get such styling slickeries as molded door interior panels, integral front armrests, deluxe steering wheel, assist grip and decorative exterior trim moldings. The console isn't included in the custom trim package, but it, too, is well worth the extra cost.

Of course, you can practically design your own Firebird. Our option list is filled with magnificent suggestions. Those seat belts with pushbutton buckles are standard equipment at *all* passenger positions. They're just one of an impressive array of safety features which are standard on all 1968 Pontiacs.

Among the more notable are: Energy absorbing steering column; Passenger-guard door locks with deflecting lock buttons—all doors; Four-way hazard warning flasher; Dual master cylinder brake system with warning light and corrosion-resistant brake lines; Folding seatback latches; Dual-speed windshield wipers and washers; Outside rearview mirror; Backup lights, new side marker lights and parking lamps that illuminate with headlamps; Padded instrument panel, sun visors; Reduced-glare instrument panel top, inside windshield moldings, horn buttons, steering wheel hub and windshield wiper arms and blades; Inside day-night mirror with deflecting base; Lane-change feature in direction signal control; Safety armrests; Thick laminate windshield; Soft, low-profile window control knobs and coat hooks; Padded front and intermediate seatback tops and lower structure; Yielding smooth-contoured door and window regulator handles.



1. Firebird 400's standard 400-cubic-inch V-8 comes with Quadra-jet carburetion and dual exhausts, and delivers 330 hp. Or you can order our extra-cost H.O. version with high-output cam and free-flowing exhaust.
2. The 400's scoops become functional when you add our Ram Air option. Which means that this induction system, combined with a higher output cam and valve springs, lifts both the horsepower and the horsepower peak. Which means the extra cost is money well spent.
3. The standard—but hardly ordinary—Firebird interior sports slimline buckets in expanded Morrokide, deep-pile carpeting, simulated burl wood grain dash and everything you see in the picture, except the shoulder belts. (And the model. Sorry about that.) A thin-profile front bench seat is available at extra cost.
4. Our mag-type Rally II wheels are all steel for extra strength and they'll cost you very little extra. The redlines (or whitelines) are standard on the 400, extra-cost on the other four Firebirds. Of course, wide-oval tires are standard on all five.
5. Order our special sports wheel for a continental touch. And if you're really the rally type, add our special gauge cluster and a hood-mounted tach (neither shown). If AM/FM radio isn't enough sound for you, order the stereo tape deck. All extra cost, but why not live a little?
6. Our revolutionary, 175-hp Overhead Cam Six performs like the sophisticated European sports machines it was inspired by. On regular fuel. A 4-BBL, premium-fuel, 215-hp version moves Firebird Sprint.

**Picture this!** You can get a magnificent 4-color reproduction of Firebird 400 and four other swinging Wide-Tracks, plus complete specs and decals by sending a mere 30¢ (50¢ outside U.S.A.) to: '68 Wide-Tracks, P.O. Box 888, 196 Wide-Track Blvd., Pontiac, Michigan 48056.



|                                                                 | Firebird                                                                        | Firebird Sprint                    | Firebird 350                                            | Firebird H.O.                                                            | Firebird 400                                                                                                    |                                                                                               |                                                 |
|-----------------------------------------------------------------|---------------------------------------------------------------------------------|------------------------------------|---------------------------------------------------------|--------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|-------------------------------------------------|
| Engine size (cu. in.)                                           | 250                                                                             | 250                                | 350                                                     | 350                                                                      | 400                                                                                                             | 400 H.O.                                                                                      | 400 Ram Air                                     |
| Engine type                                                     | OHC 6, 1-BBL<br>Regular fuel                                                    | OHC 6, 4-BBL<br>Premium fuel       | V-8, 2-BBL<br>Regular fuel                              | V-8, 4-BBL<br>Premium Fuel                                               | V-8, 4-BBL<br>Premium fuel                                                                                      | V-8, 4-BBL<br>Premium fuel                                                                    | V-8, 4-BBL<br>Premium fuel                      |
| Std. transmission                                               | 3-speed Man.<br>(column)                                                        | 3-speed Man.<br>(floor)            | 3-speed Man.<br>(column)                                | 3-speed Man.<br>(column)                                                 | Heavy-duty<br>3-speed (floor)                                                                                   | Heavy-duty<br>3-speed (floor)                                                                 | Heavy-duty<br>4-speed Man. (floor)              |
| Opt. transmissions<br>(extra cost)                              | 4-speed Man.,<br>or 2-speed Auto.                                               | 4-speed Man.,<br>or 2-speed Auto.  | H.D. 3-speed Man.,<br>4-speed Man.,<br>or 2-speed Auto. | H.D. 3-speed Man.,<br>4-speed Man.,<br>or 2-speed Auto.                  | 4-speed Man. or<br>3-speed<br>Turbo Hydra-Matic                                                                 | 4-speed Man. or<br>3-speed<br>Turbo Hydra-Matic                                               | 4-speed Man. or<br>3-speed<br>Turbo Hydra-Matic |
| Bore & stroke (inches)                                          | 3.88 x 3.53                                                                     | 3.88 x 3.53                        | 3.88 x 3.75                                             | 3.88 x 3.75                                                              | 4.12 x 3.75                                                                                                     | 4.12 x 3.75                                                                                   | 4.12 x 3.75                                     |
| Horsepower                                                      | 175 @ 4800 rpm                                                                  | 215 @ 5200 rpm                     | 265 @ 4600 rpm                                          | 320 @ 5100 rpm                                                           | 330 @ 4800 rpm                                                                                                  | 335 @ 5000 rpm                                                                                | 335 @ 5300 rpm                                  |
| Torque (lb.-ft.)                                                | 240 @ 2600 rpm                                                                  | 255 @ 3800 rpm                     | 355 @ 2800 rpm                                          | 380 @ 3200 rpm                                                           | 430 @ 3300 rpm                                                                                                  | 430 @ 3400 rpm                                                                                | 430 @ 3600 rpm                                  |
| Compression ratio                                               | 9.0:1                                                                           | 10.5:1                             | 9.2:1                                                   | 10.5:1                                                                   | 10.75:1                                                                                                         | 10.75:1                                                                                       | 10.75:1                                         |
| Oil capacity (less filter)                                      | 5 Quarts                                                                        | 5 Quarts                           | 5 Quarts                                                | 5 Quarts                                                                 | 5 Quarts                                                                                                        | 5 Quarts                                                                                      | 5 Quarts                                        |
| Camshaft duration,<br>degrees—intake                            | 240                                                                             | 244                                | 269                                                     | 273                                                                      | 273                                                                                                             | 228 (Man.) 273 (Auto.)                                                                        | 301 (Man.) 288 (Auto.)                          |
| exhaust                                                         | 240                                                                             | 244                                | 277                                                     | 289 (Man.) 282 (Auto.)                                                   | 289                                                                                                             | 302 (Man.) 289 (Auto.)                                                                        | 313 (Man.) 302 (Auto.)                          |
| overlap                                                         | 28                                                                              | 25                                 | 47                                                      | 54 (Man.) 55 (Auto.)                                                     | 54                                                                                                              | 63 (Man.) 54 (Auto.)                                                                          | 76 (Man.) 63 (Auto.)                            |
| Camshaft lift @<br>zero lash—intake                             | .400                                                                            | .438                               | .376                                                    | .410                                                                     | .410                                                                                                            | .414 (Man.) .410 (Auto.)                                                                      | .414 (Man.) .410 (Auto.)                        |
| exhaust                                                         | .400                                                                            | .438                               | .412                                                    | .413                                                                     | .413                                                                                                            | .413                                                                                          | .413                                            |
| Valve head<br>diameter—intake                                   | 1.92                                                                            | 1.92                               | 1.96                                                    | 1.96                                                                     | 2.11                                                                                                            | 2.11                                                                                          | 2.11                                            |
| exhaust                                                         | 1.60                                                                            | 1.60                               | 1.66                                                    | 1.66                                                                     | 1.77                                                                                                            | 1.77                                                                                          | 1.77                                            |
| Carburetor,<br>bore dia.—primary                                | 1.75                                                                            | 1.38                               | 1.69                                                    | 1.38                                                                     | 1.38                                                                                                            | 1.38                                                                                          | 1.38                                            |
| secondary                                                       | .128                                                                            | 2.25                               |                                                         | 2.25                                                                     | 2.25                                                                                                            | 2.25                                                                                          | 2.25                                            |
| Spring rates, (lbs./in.)<br>deflection, front wheel (a)         | 73 (92)                                                                         | 73 (92)                            | 85 (92)                                                 | 85 (92)                                                                  | 85 (92)                                                                                                         | 85 (92)                                                                                       | 85 (92)                                         |
| rear wheel (a)                                                  | 83 (119)                                                                        | 90 (119)                           | 90 (119)                                                | 90 (119)                                                                 | 90 (119)                                                                                                        | 90 (119)                                                                                      | 90 (119)                                        |
| Shipping weight (est.) (lbs./hp.)<br>coupe                      | 3032 (17.3)                                                                     | 3087 (14.4)                        | 3188 (12.0)                                             | 3226 (10.1)                                                              | 3303 (10.01)                                                                                                    | 3303 (9.9)                                                                                    | 3303 (9.9)                                      |
| convertible                                                     | 3294 (18.8)                                                                     | 3346 (15.6)                        | 3460 (13.1)                                             | 3498 (10.9)                                                              | 3575 (10.8)                                                                                                     | 3375 (10.08)                                                                                  | 3375 (10.08)                                    |
| with 4-spd trans.                                               | +9.0                                                                            | +9.0                               | +6.0                                                    | +6.0                                                                     | -13.0                                                                                                           | -13.0                                                                                         | 0                                               |
| with auto trans.                                                | -10.0                                                                           | -10.0                              | -4.0                                                    | -4.0                                                                     | +32.0                                                                                                           | +32.0                                                                                         | +45.0                                           |
| Radiator cap., (qts.)                                           | 12.1                                                                            | 12.1                               | 18.6                                                    | 18.6                                                                     | 17.8                                                                                                            | 17.8                                                                                          | 17.8                                            |
| Axle ratio#,<br>(00)—mph/1000 rpm in high gear<br>manual trans. | 3.55:1 (20.9)                                                                   | 3.55:1* (21.4)                     | 3.23:1 (23.5)                                           | 3.36:1* (22.6)                                                           | 3.36:1* (22.1) (22.6)                                                                                           | 3.36:1* (22.6)                                                                                | 3.90:1* (19.5)                                  |
| auto trans.                                                     | 3.23:1 (23.0)                                                                   | 3.23:1 (23.5)                      | 2.56:1 (29.7)                                           | 3.23:1 (23.5)                                                            | 3.08:1 (24.1) (24.7)                                                                                            | 3.08:1 (24.7)                                                                                 | 3.90:1* (19.5)                                  |
| optional ratios                                                 | 3.08:1 (24.1)<br>2.41:1** (29.0)<br>3.23:1† (23.0)<br>Spec. ord. 3.55:1* (20.9) | 2.78:1** (27.3)<br>3.55:1** (21.4) | 3.08:1* (24.7)<br>2.93:1** (25.9)<br>2.78:1† (27.3)     | 2.78:1*† (27.3)<br>Spec. ord. 3.55:1* (21.4)<br>Spec. ord. 3.90:1 (19.5) | 3.55:1* (21.4)<br>2.56:1*† (29.7)<br>3.23:1** (23.5)<br>Spec. ord. 3.90:1** (19.5)<br>Spec. ord. 4.33:1* (17.5) | 3.55:1** (21.4)<br>2.56:1*† (29.7)<br>Spec. ord. 3.90:1** (19.5)<br>Spec. ord. 4.33:1* (17.5) | Spec. ord. 4.33:1* (17.5)                       |

#Some ratios require extra-cost items like a h.d. cooling package, limited slip differential, etc. Special 4.11:1 ratio available, dealer-installed.

\*w/automatic †w/air conditioning (a) Figure in ( ) indicates rate with firm ride and handling option—rate for rear spring on convertibles is increased to 123.

•Not available w/air conditioning (automatic transmission only)

#### Firebird General Specifications

|                     |                          |
|---------------------|--------------------------|
| Wheelbase           | 108.1                    |
| Tread: Front        | 60                       |
| Rear                | 60                       |
| Tire size*          | E:70 x 14, wide-oval (a) |
| Luggage compartment | 9.9 cubic feet, usable   |
| Length, overall     | 188.8                    |
| Width, overall      | 72.8                     |
| Height, overall     | Coupe 50.0               |
| Convertible         | 49.9                     |
| Headroom: front     | Coupe 37.0               |
| Convertible         | 37.5                     |
| rear                | Coupe 36.7               |
| Convertible         | 36.8                     |

All options noted herein are extra-cost equipment unless otherwise specified. Ask your dealer for all price information on any model or special equipment you desire. Pontiac Motor Division of General Motors Corporation reserves the right to make changes at any time in colors, materials, equipment, specifications, prices and models. Pontiac Motor Division, General Motors Corporation, 196 Oakland Avenue, Pontiac, Michigan 48053, Printed in U.S.A.

|                             |                           |
|-----------------------------|---------------------------|
| Leg room: front             | Coupe 42.5                |
| Convertible                 | 42.5                      |
| rear                        | Coupe 29.5                |
| Convertible                 | 29.8                      |
| Fuel tank capacity          | 18.5 gallons              |
| Steering gear ratio: manual | 24:1 w/6 cyl.; 28:1 w/V-8 |
| power                       | 17.5:1                    |

Brake, diameter: drums 9.5 inches; 269.2 sq. in. swept area (total, std. system) front, disc 11.12 inches; 323.6 sq. in. swept area (total, optional system)

\*Space-Saver Spare is standard, conventional spare tire is a no-extra-cost option.

(a) F:70x14 std. with Firebird Sprint, 350, H.O. & 400 options.

In addition to the options and accessories noted on the previous pages, you can personalize your Firebird with these: Cruise control; Electric clock; Head restraints; Heavy-duty battery; Heavy-duty radiator; Limited slip differential; Luggage carriers; Power windows; Power brakes; Power steering; Safeguard speedometer; Soft-Ray glass (all around or windshield only); Rally I wheels (available only with disc brakes); Walnut shift knob and much, much more. Your Pontiac dealer will be happy to show you our entire accessory encyclopedia.

